



THE COMPETE PROJECT

Progress Report

Reporting Period: June 10th to June 21st
Submitted by DAI to USAID, West Bank Gaza
June 2012



Agribusiness Sector

58th Summer Fancy Food Show in Washington, June 17th -19th



- Palestinian participation in the Fancy Food Show in Washington DC was made possible through the Compete Project.
- The FFS is the biggest specialty food show in north America, with over 24,000 visitors, 2,400 exhibitors and more than 180,000 products from 80 countries and regions.
- A large number of participants to fair are key decision makers. They have the opportunity of approaching potential business partners and viewing their products. The trade visitors are wholesalers, retailers, importers and exporters who come to Fancy Food to source new products, new suppliers and to see where the market is heading.
- Four export companies and one walker participated in the Palestinian Pavilion at the Show, these were identified by Compete team for their originality in product, export capacity and reliability to meet international standards.

Palestinian Participation Fancy Food Show



- Palestinian Exhibiting Companies included: Cannan Fair Trade, Al Hathnawi General Trade Company, West bank Salt Works Ltd., and Nakheel Palestine for Agriculture Investment.
- Compete also supported the participation of one walker to the fair in preparation for the firm's full participation in the next food show.
- A range of the finest Palestinian produce from fair trade olive oil and olive oil tapenade to Medjool dates from Jericho, unique natural salt from the Dead Sea and zatar, frekeh and maftoul from the Nablus region.

Palestinian Exhibitors

Fancy Food Show



- **Palestinian exhibitors had over 200 serious business** leads and several promising contracts for mix containers.
- Several Palestinian exhibitors were approached to endorse their products by the White House Guest Chef and several samples have been arranged for further tasting.
- The Palestinian cooking station offered visitors a taste of local Palestinian cuisine from a recipe booklet produced for this show and distributed to promote Palestinian fine cuisine.

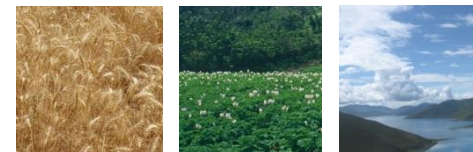
Fancy Food Pictures



Fancy Food Show Pictures



CIBER Assessment Agriculture Sector



- CIBER assessment is currently undertaken by Compete Ag Team, DAI Consultants and local consultant for the fresh herb and produce industry.
- Meetings with stakeholders and service providers took place to identify constraints to competition and /or revenue increase.
- Constraints have been measured in short, medium and long term and to be eliminated or reduced over the course of one to 3 years.
- CIBER assessment will be completed in July and a workshop presenting the assessment will be organized on the 10th of July in Jericho with the participation of all stakeholders, including service providers, MoA, Laboratories.

Meeting with Al Salam Group Factory



- Representatives of USAID and Compete Ag Team met with the owner of the Al Salam Group, the largest producer in the country of frozen fruit, vegetables and meat.
- A replication of a demo plot of 120 MT of “Desiree” potatoes - planted exclusively for processing industry- is being considered for implementation in the near future.
- Discussions around contract growing with local farmers and crop diversification was the main topics. Products such as strawberry, garlic, herbs, onions were mentioned among others.
- Compete will assist by implementing demo plots for these crops with local growers.
- Compete will assist Al Salam on some new equipment to process these produce.

Plant Protection Inspection Services



- An MoU between Compete and the PPIS (Plant Protection Inspection Services) a department of the MoA is being drafted, and is aimed to provide the framework of cooperation for Compete's assistance to MoA with the purchase of inspection tools.
- In the MOU, the PPIS will commit to sustain training on and use of these equipment.
- Compete will assist the PPIS with training and with the provision of kit tools to :
 - Facilitate inspection of insects.
 - Reduce infestations.
 - Enhance quality control on export.
 - Increase market access (USA & EU)



Tourism Sector

Hospitality School & Hotel Classification



Draft contracts with local service providers are being developed for:

- The Hospitality School Implementation Plan including:
 - Training modules to support the implementation of the hotel classification system
 - Service and labor gap analysis in tandem with the development of the hospitality school plan
- Review and implementation of an adapted version of the Jordanian Hotel classification system in the Palestinian Territories.

Bethlehem Master Plan



A site signage draft plan has been developed under the Bethlehem signage project, it includes details of :

- Sites to be sign-posted
- Location for all directional signs
- Welcome signs on entry into Bethlehem, Beit Sahour, Beit Jala and other relevant entry point.
- Arrival board (with a map highlighting attractions and sites)
- Budget breakdown for the site signage
- Presentation boards and mapping of all sites and signs.

Digital Tourism



- The Digital Capacity Assessment started, interviews undertaken of the following establishments and bodies:
 - Paradise Hotel, Saint Nicholas Hotel, Siraj Centre, Bethlehem Hotel, Bethlehem, Ambassador Hotel, NetTours, HLITOA, Samara Tours, Jericho Cable Car, Jericho Village Resort, Intercontinental Hotel, Samara Tours, Jericho Cable Car, Jericho Village Resort, Intercontinental Hotel

Digital Tourism



- Further meetings and interviews are being planned with PITA and a cross section of companies from the local ICT Sector.
- Seminar presentations and take home fact sheets have been developed.
- An M&E questionnaire has been developed to :
 - Measure the value of the seminar
 - Support the development of the most effective conferences and workshops planned for September and benchmark digital activity in the tourism sector.

Site Renovation



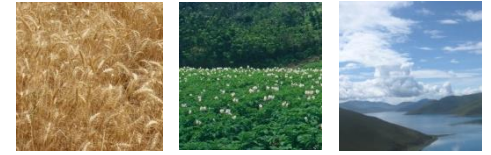
- Site assessment was carried out with regards to site location area and its corresponding jurisdictions under the different laws including the Urban Zoning, the Antiquity Law Listing, Antiquity Law Borders and Site Property.
- Site Familiarization and a meeting schedule is being developed for the 18 sites.
- Site familiarization and meetings to take place from 24 June to 19 July.
- The CIBER assessment will commence on 24 June 2012.



Meetings:



- Meeting with Siraj Centre took place to ensure their understanding and support of projects and activities, particularly site renovation assessment and CIBER assessment. Siraj Centre committed their continuous support. Meeting addressed joint cooperation once the assessment is finalized.
- Meeting with the new President of AHA took place to discuss the work plan, in particular the Hospitality School and Hotel Classification. While the initial feedback was one of concern, the expression of our commitment to ensure a customized to suit the local product and destination resulted in the commitment by AHA to support full collaboration , input and partnership in the project.
- An initial meeting took place with the Co-Founder and Acting Executive Director of Abraham's Path to explore opportunities to collaborate on the development of Abraham's Path as a tourism product.
- A meeting took place with USAID to discuss the 2012 work plan, deliverables, impact and how it relates to the long term work plan and impact for the local tourism sector.



ICT Sector

Fanarsoft company



- Compete visited Fanarsoft company to assess the work they currently are doing with the Israeli companies: Logitude and Amital.
- Fanarsoft is specialized with Freight Forwarding solutions –ERP.
- Currently has 9 employees (4 of them are trainees).
- Compete is studying possibilities of working with Fanarsoft company on expanding their workforce and obtaining new projects .
- Action Item:
 1. Start vetting process .
 2. Design an intervention to support development of the IT sector .



Stone & Marble Sector

Stone & Marble - CIBER Progress



- Local EBD and Information (in-progress)
- CIBER Team Interns Paperwork & EBD (in-progress)

Planning for the following activities;

- CIBER Team Introduction Meeting to be Launched on Wednesday, June 20th
- CIBER Team Field Visits to take place between June 26th – June 28th
- CIBER Team & Stakeholder meetings to take place between June 29th – July 1st

Nablus Diamond Tool

Nablus, June 12



Meeting with Nablus Diamond Tools (NDT), the company was established in 2003 to service the Stone and Marble Industry with cutting tools, the company:

- Currently has 60% of the Palestinian market share and 20% of the Jordanian market share.
- *Key Interventions:* Interested in Purchasing an Advanced Production Line to Increase Quality and Production under a Cost – Sharing Program.

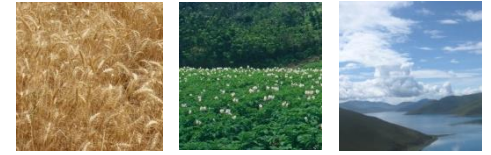
The Advanced Diamond Tools Product Line will:

1. Increase Employment
2. Stone and Marble companies will Increase the Quality of their products
3. Increase Sales and Exports
4. Slightly Reduce the Costs of Produced Stone

Stone & Marble Progress



- Marketing Company Proposal and framework for cooperation is being developed.
- Master list of industry companies developed to identify potential targeted companies.
- Stone and Marble work plan updated.
- Stone and Marble targets and indicators updated.
- Sludge Detailed Plan is being developed



Activity Update

Agriculture Sector Activity Update:



1. CIBER Assessment

Current Status

CIBER team in the country assessing the fresh produce and fresh herbs industry to highlight structural cost of local production and ways forward to increase competitiveness and profitability

Projected Plan

Workshop to be organized on the 10th of July in Jericho with stakeholders and service providers to deliver results and findings and to draw up an action plan to tackle most urgent/priority impediments.

Agriculture Sector Activity Update:



2. Saline Demo (by electromagnetic waves)

Current Status:

Assessment done by consultant in Tunisia on similar successful projects with similar crops using the same technology.

Projected Plan:

Introduce and install 4 demo units in the Jordan valley for grapes, dates, fresh herbs and fresh produce by 4 August.

Hire an agronomist for 6 – 12 months to follow and collect data once the system is installed on these four sites.

Agriculture Sector Activity Update:



3. Organize the Fresh Herbs Sector:

Current Status:

The fresh herbs industry is currently disparate. The objective is to create a fresh herbs organization or association which will adopt best practice protocol to supply international market with products of consistent quality.

Projected Plan:

Organize a workshop on 17 July with the participation of a legal expert and a specialist in association building, bringing together industry stakeholders to help create a baseline consensus to a Palestinian fresh Union.

Agriculture sector

Activity update:



4. Olive Oil Demo

Current Status:

Follow up to USAID previous support, Compete will roll out further demonstration techniques to expand and increase production volumes with supplementary irrigation.

Projected plan:

Start 60 new demo plots by end of July throughout the West Bank Governorates, offering training on irrigation, post harvesting and tree maintenance to increase production volume.

Tourism Sector Activity update:



1. Hospitality School

Current Status

A draft contract is being developed to undertake the development of the Hospitality School Implementation Plan

Projected Plan

Hospitality School Model Feasibility Study and Implementation Plan; and Training Modules and Implementation Plan for In-Service Workforce

Tourism Sector Activity update:



2. Digital Tourism

Current Status

Assessment currently underway to deliver framework on 2 July

Tourism seminars planned for 25 and 26 June

ICT seminar planned for 27 June

International Conference and workshop in development

Projected Plan

Framework for digital tourism development

Web Clinics

International Conference

Individual Workshops

Tourism Sector Activity update:



3. Site Renovation and Rehabilitation

Current Status

Site Renovation and CIBER Assessment to commence on 24 June

Projected Plan

A Comparative Assessment and Prioritization Analysis and Recommendation on Site Renovation and Rehabilitation Delivered

ICT Sector Activity Update:



1. Oracle Training initiative:

Current Status:

- Collecting Names of Candidates from Companies. (July 4th)
- Names of Candidates to be submitted to Oracle (July 9th)

Projected Plan for Next 3 months:

- Finish the training by Sept

ICT Sector Activity Update:



2. Ramallah Connect Event

Current Status:

- Preparations on the way on all aspects

Projected plan for next 3 months:

- Anticipated event launch to take place in September, which will be a recurring event. .

Marble & Stone Sector

Activity update:



1. CIBER assessment

Current Status:

- CIBER team in country and a schedule of meetings with stakeholders has been planned to take place between June 26 – 30

Projected Plan:

- Final presentation of the assessment is projected to take place by July 18th
- Sludge business model is projected to be completed August 5th

Marble & Stone Sector

Activity update:



2. Partnership with Specialized Marketing Company

Current Status:

- Several meetings conducted with the marketing company, draft proposal and budget prepared awaiting final approval.

Projected Plan:

- Representation of Palestinian stone and marble producers including 2nd tier small companies at Verona Trade Fair from 25th to 30th of Sep.

Marble & Stone Sector

Activity update:



3. Marmomacc Verona Trade Fair

Current Status

- In the process of selecting export ready SME companies, Polytechnic Stone Center and the Union of Stone and Marble to attend
- Researching companies in Italy with experience in “sludge recycling methods” to plan for potential meeting during the week of September 23rd

Projected Plan

- Establishing business linkage between Palestinian producers and international buyers aiming at increasing sales
- Scheduling meetings with Italian companies at the trade show to learn about recycling techniques with focus on slurry



Calendar of Events

Calendar of Events

Agribusiness Sector:



Upcoming workshops:

- **July 10:** Workshop – Jericho CIBER – Stakeholders of the fresh Produce Industry and service providers. “How to outcome some of the impediments to the Export industry”
- **July 17:** Workshop – Ramallah – Association building and its legal frame. This will be orientated towards the Fresh herb industry which is dysfunctional.

Calendar of Events

Tourism Sector:



- **25 June:** Going Digital – Seizing the Tourism Opportunity - Tourism Seminar in Bethlehem
- **26 June:** Going Digital – Seizing the Tourism Opportunity - Tourism Seminar in Ramallah
- **27 June:** Going Digital – Seizing the Tourism Opportunity - ICT Seminar in Ramallah

Calendar of Events

ICT Sector:



- **June 28:** Multinational Partnership Program announcement with PITA

Calendar of events

Marble & Stone Sector:



- **June 20:** Introduction meeting with local and international CIBER team
- **June 24 – July 1:** CIBER team meetings with sector stakeholders & manufacturing companies
- **July 17:** CIBER Presentation by Sani Daher
- **August 5:** CIBER Assessment complete with findings
- **August 13:** Possible field visit to Jordan stone producers